

## Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-10 NSAE-00 /031 W  
-----117078 152148Z /73

R 150924Z MAR 78  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1573

UNCLAS BANGKOK 7788

E.O. 11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI: G. SIMON RADIO CO., LTD.

REF: USDOC 03494

1. THAILAND  
OFFICE USE: 2. 549 3. 039800 4. 01  
5. G. SIMON RADIO CO., LTD.  
6. 30 PATPONG AVENUE, SURAWONGSE, BANGKOK  
7. BANGKOK  
8. CONTACT: JONAS EDDY  
9. TITLE: CHAIRMAN  
OTHER OFFICIALS ARE: ATHVAS JIRA, PRESIDENT AND AMORN JIRA,  
SALES DIRECTOR.  
10. PHONE: 2340991 11. TELEX: NA  
12. CABLE: SIMONCO  
13. ESTBL: 1954 14. EMPL: 48 15. SIZE: MEDIUM  
16. REPUTATION: Y-SATISFACTORY 17. RPT DATE: 03/78  
OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA  
23A. 36620/2354 IMP.DIST.AGT.EXP. OF RADIO COMMUNICATION  
EQUIPMENT AND ELECTRONIC EQUIPMENT.  
23B. 38110/235 IMP. AGT.DIST. OF SCIENTIFIC EQUIPMENT, LABORATORY  
EQUIPMENT AND SUPPLIES  
23C. 36790/4 EXP. OF RADIO CRYSTALS  
24. FOREIGN SALES: EUROPEAN COUNTRIES  
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25. FINANCIAL REFS: BANGKOK METROPOLITAN BANK, P.O. BOX NO. 1-99,  
BANGKOK; BANGKOK BANK LTD., 3-9 PLAPPLACHAI ROAD, BANGKOK; THAI  
MILITARY BANK LTD., RAJDAMNERN AVENUE, BANGKOK, THAILAND.  
26. TRADE REFS: SEE ITEM 27.  
27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF TEKTRONIX INC.,  
P.O. BOX 500, BEAVERTON, OREGON 97077 FOR WAVEFORM MEASURING IN-  
STRUMENTS; GENERAL RADIO CO., 300 BAKER AVE., CONCORD, MASS.

01742 FOR PRECISION TEST INSTRUMENTS; ELECTRONIC ASSOCIATES, INC., WEST LONG BRANCH, N.J. FOR ANALOG/HYBRIDGE COMPUTER; MOTOROLA SEMICONDUCTOR PRODUCTS INC., INTERNATIONAL MARKETING, P.O. BOX 20943, PHOENIX, ARIZONA 85036 FOR SEMI-CONDUCTOR PRODUCTS; EIMAC, A DIV. OF VARIAN ASSOCIATES, 611 HANSEN WAY, PALO ALTO, CALIF. 94303 FOR RADIO TRANSMITTING TUBES; MAGNASYNC CORP., NORTH HOLLYWOOD, CALIF. 91601 FOR FILM RECORDING EQUIPMENT; HARRIS (GATES) RADIO CO., 120 EAST 34TH STREET, NEW YORK, N.Y. 10016 FOR BROADCAST TRANSMISSION RADIO; TELONIC INDUSTRIES, INC., 21282 LAGUNA CANYON ROAD, LAGUNA BEACH, CALIF. FOR SWEEP OSCILLATORS; MICROWAVE POWER DEVICE, ADAMS CITY, PLAINVIEW, NEW YORK 11803 FOR POWER SUPPLIES; MICROWAVE ASSOCIATES INC., SOUTH AVE., BURLINGTON, MASS. 01303 FOR MICROWAVE COMMUNICATIONS; MARTI ELECTRONICS, P.O. BOX 661, 105 POINDEXTER, CLABURNE, TEXAS 76031 FOR STUDIO TRANSMITTER LINK.

28. POST EVALUATION: G. SIMON RADIO WAS INCORPORATED IN 1954 WITH AN AUTHORIZED CAPITAL OF \$100,000 TO ACT AS IMPORTER; RETAILER, AGENT AND DISTRIBUTOR OF RADIO COMMUNICATION PUBLIC ADDRESS SYSTEMS, SCIENTIFIC AND LABORATORY EQUIPMENT AND SUPPLIES, AUDIO VISUAL EQUIPMENT AND OTHER ELECTRONIC EQUIPMENT. IT ALSO EXPORTS RADIO CRYSTALS, SSB AND CB RADIOS TO SEVERAL EUROPEAN COUNTRIES. EIGHTY FIVE PERCENT OF ITS IMPORTS ARE FROM THE U.S., WITH THE REMAINDER FROM JAPAN (10 PERCENT) AND OTHER COUNTRIES. G. SIMON OWNS AN OFFICE OF 288 SQ.METERS, A DISPLAY ROOM OF 192 SQ.METERS AND A STORAGE ROOM OF 288 SQ.METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. IT IS CLOSELY AFFILIATED WITH ELCOMEX CO., UNCLASSIFIED

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LTD., A PRODUCER OF QUARTZ CRYSTAL; ELCOM RESEARCH, AN IMPORTER AND MANUFACTURER OF ELECTRONIC COMPONENTS AND RADIO TRANSCEIVERS AND UNIMESA CO., LTD., AN IMPORTER OF ELECTRO-MEDICAL INSTRUMENTS AND EQUIPMENT. ITS SALES VOLUME IN 1977 WAS REPORTED TO BE \$1,740,000 REPRESENTING AN INCREASE OF 10 PERCENT OVER THE FIGURE REPORTED TO THE EMBASSY IN 1976. SUBJECT FIRM EMPLOYS 48 PEOPLE INCLUDING 18 SALESMEN. IT IS MANAGED BY MR. JONAS EDDY, A SINGAPOREAN WHICH HAS BEEN WELL KNOWN IN ELECTRONICS INDUSTRY AND BANKING BUSINESS FOR MORE THAN 20 YEARS. LOCAL BANKS REPORT FAVORABLY ON THE SUBJECT FIRM; IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY  
WHITEHOUSE

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NNN



## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 15 mar 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780115-1010  
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**Image Path:**  
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**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
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**Message ID:** 81fa6dc7-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
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**Review Exemptions:** n/a  
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**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3330056  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTDR/FTI: G. SIMON RADIO CO., LTD.  
**TAGS:** BEXP, TH  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/81fa6dc7-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014